Amendments to the Specification

Please amend the paragraph beginning on line 15 of page 12 as follows:

The third sub-field aligner 43 re-arranges a portion of sub-fields in accordance with a sequence having a high sub-field load and re-arranges the remaining sub-fields in accordance with a sequence having a low sub-field load while keeping a brightness weighting value for each sub-field. If it is assumed that a load for each sub-field calculated by the ON data calculator 1 for each sub-field should be as shown in Fig. 3, then the third sub-field aligner 43 primarily arranges a data for the third sub-field SF3 having the highest load and then the eighth sub-field SF8 having the lowest load, and thereafter arranges the fifth sub-field SF5, the fourth sub-field SF4, the seventh sub-field SF7, the first sub-field SF1, the second sub-field SF2 and the sixth sub-field SF6 as shown in Fig. 5C.